

EVANGELICAL LITERATURE IN THE PHILIPPINES

When Mr. and Mrs. Ben Haglund arrived in the Philippines three years ago last August the first formal attempts at a literature program were begun. Starting with no capital, a few titles of books, some borrowed placques and novelties, borrowed display cases in a small portion of a secular bookstore, the Christian Book Nook has grown now until it has played a valuable part to the total evangelical literature program of the Philippines. In addition to counter sales it has done some mail order business and been responsible for the literature sales at the International Gospel Testimony during the past few months. In addition to this it operates the bookstore at FEBIAS as well. The total volume of sales in recent months has averaged almost \$1,000 a month. A 30-page catalogue has been mimeographed and distributed throughout the islands to promote the sale of Gospel literature.

In an effort to publish books in the dialect, the Moody Colportage Association has been assisting financially in setting up a revolving fund. In addition to this they have furnished 2,600 English copies of Colportage books for sale at a subsidized price of 20¢ per copy in hopes that that money in return may be used for the publication of the Colportage books in Tagalog. At present, the revolving fund has grown to over \$400.00 as a result of this and other subsidy from Moody Colportage Association. Thus far two books have been printed under this arrangement--The Story of Jesus, by Hariett Fisher and Now That I Believe, by Robert Cook. Two thousand copies of this were printed at the cost of 20¢ per copy. In addition to this work in cooperation with Moody Colportage, the "Gospel of John with Notes", by Mr. Fred Meldau, has been printed by Mr. Earl Roberts in the States and shipped to the Philippines. A five-thousand edition was printed at the price of 10¢ per copy. A 32 page booklet, "Safety, Certainty, and Enjoyment" has been printed at the price of 2¢ per copy in a five-thousand copy edition. In addition to this, "What Shall I Do To Be Saved?" by John R. Rice, and "Think On These Five Things" have been translated and are in the process of being printed at the present time. All of the translation work for these books has been done by one of the graduates of Far Eastern Bible Institute and Seminary--Mr. Arsenio Domingues. Arrangements are being completed now for the translation of a book on simple Christian doctrine, such as "Thinking With God" in a two-thousand copy edition in Tagalog. Other printing ventures include special tracts, such as for All Saints Day and other occasions, printed in the Philippines, as well numerous tracts and pamphlets which have been furnished free of charge by such organizations as Bible Meditation League, Mr. John Ferguson, Lincoln Printing Company, and others.

The Bookstore itself has been enlarged to have two nationals on the staff and a student employee at the FEBIAS bookstore. Mr. and Mrs. Haglund are still in charge of the work but are anticipating turning the work over to someone else as soon as they are available since they will be due for furlough this summer.

The Future. In looking back over what God has done through these past three years, it is natural that we should look forward to an expanded program in the future. Just as God has sent to us these consecrated workers for the field, we believe that He is calling others with special talent and burden for the entire literature ministry on the field. It is with this in mind that Richard and Edith LeBar have felt so definitely led of the Lord in their preparation for the Philippines. We believe

that the time of their departure is drawing near and are trusting God for the provision of their needs in order that they may sail for the field in February. Dick and I have recently spent three days together going over the entire literature program on the field and concluded that it was wise to outline some course of procedure and ultimate goals. While the report which follows may seem pretentious we feel that God would have us outline the eventual program that we believe He has for the Crusade in total literature work. With this in mind we have considered plans for an overall literature program with eventual press facilities as needed.

In preparation for this, Mr. Ken Taylor of Moody Press and Evangelical Literature Overseas has offered to have Mr. LeBar come to Chicago to be introduced to various literature publication societies in order to make a thorough study of each phase of this publication ministry. This has been tentatively planned for the second week of January and we feel that it will be most invaluable, not only in the information gathered, but in contact with evangelical literature sources here in the United States. Mr. Taylor has offered to have Mr. LeBar sit in on their editorial committee, their budget committee, and work with the various departments of Moody Press in order to gain a thorough insight into the problems and procedures of literature work as it is carried on here. Their cooperation has indeed been most encouraging.

One other definite answer to prayer that we feel is an indication in going ahead in the total literature program is the provision of funds through Maranatha Bible Conference and Back to the Bible Broadcast toward the purchase of a printing press. Mr. George Christian Weiss has assured us that at least \$4,000 toward the cost of a press will be available.

In our discussions together with Dick LeBar, however, we came across some problems that have not been anticipated previously. The first was the almost whole-hearted agreement on the part of literature publishers here in the United States that we should use commercial facilities whenever possible on the field. Since we have been unable to discern just exactly what would be available and how satisfactory arrangements would be on the field for the use of commercial presses in an extensive publishing ministry, we concluded that this should be one of the first tasks that Mr. LeBar undertake upon his arrival on the field since it would just about have to be done by someone who had had previous printing experience. A further problem arose in that if Mr. LeBar were to take extensive equipment with him there would be the problem of storage on the field during the period of time in which he would be engaged in language study and orientation. For this reason it appeared advisable that a minimum of equipment be taken at this time in order that facilities might be either rented or erected for housing the equipment at the time the shop was set-up. In addition to this it was felt that before plans for establishing a printing shop should be completed, a thorough survey should be made of the existing situation on the field in order to determine the extent of the program in which we would be engaged.

Literature Survey. If Mr. and Mrs. LeBar are able to sail in February, as now planned, they will be spending their first six months at the Crusade Orientation School at Tagaytay, Cavite Province in the Philippines. During this time they will be engaged in intensive language study in the national dialect of the Philippines, Tagalog. This will also give them a good insight into the overall problems of the Philippines in evangelical circles as well as literature. It is suggested that as opportunity

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arises a thorough survey should be made in three areas: books, sources, and possible distribution.

1. Books. A complete catalogue should be made of all existing evangelical works in the Philippines, both in English and in dialects. These should be classified as to Sunday School material, devotional, evangelistic, and Bible Study helps, etc.

2. Sources. In addition to actual publications, it is suggested that a survey be made of sources for literature in the Philippines, both as to local publishing houses and groups publishing here in the United States that would make their materials available on the field. This would include such publishers as those with whom we have already been doing business and organizations like the Gideons, Pocket Testament League, American Scripture Gift Mission, Mr. John Ferguson, who specialize in free literature distribution, and groups specializing in various phases of literature, like Best Seller Publicity (street car posters), Inter-Varsity Christian Fellowship, Singspiration, Sword of the Lord, Back to the Bible Broadcast, King's Gardens, etc. Included in this would also be any available literature from Hong Kong or other foreign sources, including British publications which possibly would be available at more favorable price, both because of publishing costs in Britain and the increased postage rates on materials shipped from the United States.

3. Distribution. In order to anticipate the demands on establishing publishing facilities a thorough survey of possible distribution should be made. This would include present sources, both within the Crusade and other groups. In addition to this, opportunities for setting up bookstands in Christian stores or secular book stores and an extensive colportage system would appear to have good possibilities. Undoubtedly the students at FEBIAS as well as other pastors and Christian workers would be greatly interested in a colportage plan as a means of self-help, if a commission could be arranged that would be large enough to make it worthwhile. Here in the United States a commission is generally 40% of the sale value.

Proposed Literature Projects. On the basis of this survey, of course, the total literature program would be outlined. At present, however, there have been suggestions made either on the field or in contact with other missionaries in various countries who have engaged in literature work and found certain literature media useful. In addition to the book "Thinking With God" which is currently being anticipated, a simple hymn book and chorus book which has been gathered by Max Atienza is being considered by the Christian Book Nook as the next project. There are any number of Christian books that could be printed in a colportage type of edition and be invaluable in the Philippines, especially books dealing with the subjects of the deeper life, soul winning, the Christian home, simple Bible studies, daily devotional reading, etc. It has been suggested by Mr. Cyril Brooks, who is an authority on Tagalog work in the Philippines, that booklets published in any dialects should be not only simple but inexpensive in price. Since anyone who could afford to pay for an expensive edition would undoubtedly be able to read in English, it would seem that the major portion of the work would be needed in small books or booklets that could sell for less than a peso (50¢ U.S.).

Another suggestion that seems to have a great deal of appeal in other countries is a monthly tract. In India, for example, a simple single-fold tract was published on a given title. It was not dated, but numbered, and at the conclusion of the tract there was an appeal but also a note saying 'if you would like further information, please write for tract no. 2 which deals with the subject...'. Then on the second

tract, it would state what the proceeding tract subject had been and what the following subject would be. This way it would give you an opportunity for follow-up contact with anyone who has shown a definite interest in the Gospel message and would also give specific coverage over a wide area of subjects, such as, "Is the Bible the Word of God?", "Romanism and its Teaching", "The New Birth", "Works and Grace", "The Second Coming" etc. All of these would be definitely evangelistic in their appeal but covering subjects that would be widely read and each one linked with another tract though each able to bear its own testimony individually as well.

In addition to the tracts there would be an unlimited field in Sunday School materials, both study materials and what we commonly know as a Sunday School paper here at home. These could also be expanded to include six or eight-page tracts or booklets such as, a soul winner's guide, the quiet time, and how to study the Bible.

A Periodical. In addition to these projects, the question of an evangelical periodical has been foremost in the thinking of a number of missionaries for sometime. It will be interesting to note that Dr. Paul Culley, who formerly edited an evangelical monthly, has given rights to Roger Johnson to resume the publication. This might be an advantage in capitalizing on the reputation of the pre-war periodical if it would be remembered by those who have had contact with it before. In discussing this in detail with Dick LeBar, we felt that we should outline some proposed coverage. It was suggested that at the beginning it could be a newsprint type of periodical, 9 x 12 with eight pages, patterned somewhat after the African Challenge. It would be a monthly with the hope of selling it at not more than 10 centavos. This would depend largely upon the circulation that could be arranged. In order to do this we felt that from the beginning it should be kept on definitely anevangelistic approach to the Filipinos as a whole and not merely a magazine for saved people. There should be simple Gospel messages in it, religious news, both local and worldwide, and editorials, dealing with situations that involve religious and moral problems in the Philippines. In addition to this there could be such things as a youth page, Sunday School lesson outlines, daily devotional reading guides, question and answer column, some book reviews, articles on moral problems in everyday life, as well as fiction, feature, and poetry included with a definite Christian emphasis. In some papers they have included an outline of a correspondence course or a very elementary Bible study on the Gospel of John, for example, which would run consecutively.

In order to keep the selling price as low as possible, every avenue of distribution would have to be exploited. In the case of the African Challenge, it was a definite news value and therefore sold on commercial news stands or by peddlers. Many times this Christian periodical was sold by Moslems, door to door, simply because they were selling it for a commission just as any news distribution agency here in the States handles a number of periodicals. It would be hoped that the paper could be started without subsidy and without accepting advertising but this might bear thorough investigation before any decision might be made.

Organizing The Work. In order to engage in such responsibilities as are outlined above it would seem necessary for there to be the utmost cooperation with other missionaries who would form committees such as an editorial committee or a translation committee. Every effort should be made to develop indigenous writing rather than doing translation, but all the writing should be thoroughly checked by a translation committee before it actually goes to press to guard against errors. It would

be a tremendous program in itself in trying to find writers and journalists who would be capable of writing both in interesting style and material of high spiritual calibre. Since all of this work in addition to the actual publishing of the material and arrangements for distribution would have to be cared for by Mr. LeBar at the beginning, it was an added factor in raising the question as to whether or not it was advisable to take a press with them at the time of their sailing in February. Seemingly there was enough ground work to be done first to warrant getting the literature program well established before actually beginning press operations.

This led to the question of staff. In addition to Mr. LeBar, who would be in charge of the publishing work, Mrs. LeBar has had experience as a secretary and would be available at least part time, dependent upon provision being made for the children. Mr. and Mrs. Roger Johnson have been very interested in the distribution angle of literature and he has had experience here in operating a Christian bookstore in Greenville, South Carolina. He is especially interested in the whole phase of portage work. At present, Mr. Juanito Ang is in charge of the Christian Book Nook along with Filipino assistants who presumably would be willing to continue and naturally would assume more responsibility as they became more experienced in the work. In addition to this, if a printing shop is to be established, Mr. LeBar would have to have at least one assistant or at least train an assistant to work part time in the actual press work.

Printing equipment. This brings up the whole question of printing equipment which was discussed thoroughly and an estimated amount of equipment and cost is submitted with this report as prepared by Mr. LeBar. In addition to that, it is estimated that housing for the estimated volume of publishing that would be undertaken would be a room 20 x 80 feet in size. In conversations with Mr. Theodore Epp of the Back to the Bible Broadcast, it was proposed that whatever printing facilities were established should be used only for the tract and book publication and if at all possible utilize commercial presses for any periodical. The questions in regard to the availability of such work also entered into the decision as to whether or not equipment should be taken at this time. It was felt that these decisions would undoubtedly determine the type and size of presses to be taken to the field. The question as to what type of housing would be available for the press facilities and for the Le Bars and editorial work if they did not have their own press set-up were discussed. The question was raised as to whether or not it would be possible to have these in connection with the present Christian Book Nook location on Quezon Boulevard.

Cooperation. In looking out at the tremendous challenge of literature work on the Philippine Field we have been greatly encouraged to find that there are others who are definitely interested in literature ministry. Recently we have learned that the Association of Baptists for World Evangelism are sending a man, Mr. Henry F. Buerer, from Elmhurst, Illinois, to the Philippines and he stated that he was taking a linotype along with him. In addition to this, Mr. Paul Barkman of Henderson, Nebraska has informed us that the International Christian Leprosy Mission is sending a printer to the Philippines and that Mr. Barkman anticipates assisting in providing in the need of equipment. At present this printer is studying at Taylor University and would not be ready to go to the field for probably three years. Mr. Barkman was most interested in cooperating with the LeBars in any way possible in order to establish the most adequate facilities serving the maximum number of evangelical interests.

In addition to this, previous attempts at cooperation have been discussed with the Christian & Missionary Alliance who have printing facilities in Hong Kong as well as the Overseas Missionary Fellowship of the China Inland Mission.

Whether or not cooperation is available in setting up an inter-mission printing shop, undoubtedly there would be areas of cooperation in a literature committee in order that there would be no duplication of publications by various groups even though they may not be able or willing to cooperate actively in a print shop. In addition to this, there would be unlimited opportunities for coordination with the Far East Broadcasting Corporation, the Bible School of the Air literature and correspondence Department, and Gospel Recordings so that an overall distribution might be available for all evangelicals in the islands.

We believe that this vision is of God and that the opportunities are unlimited for coverage of evangelical literature throughout the Islands of the Philippines. We ask that all who read this report bathe this whole printing proposal with prayer in order that not one step be taken without it being known to be the perfect will of God.

Philip E. Armstrong,

December 8, 1953

PRINT SEOP ESTIMATED COSTS

1.	12 x 18 Heidelberg	\$ 5,000.00
	The Heidelberg is highly flexible and versatile, and, contrary to the opinion of the Philippine printer, is extremely simple in operation. That is one of its main selling points. It will produce a maximum of 4,000 per hour and can be set anywhere between 1500 and 4000 impressions per hour. You can adjust impression while it is in operation. One stroke of a pump a day oils all main points. It can be washed in a couple of minutes without dirtying the hands. Automatic feed, of course, which handles anything from onion skin to cardboard.	
2.	10 x 15 C & P Rebuilt Jobber	\$200. to 300.00
	It would be valuable to have, but not absolutely necessary.	
3.	Paper Cutter - 36"	\$100. to 150.00
4.	Power Stapler or Stitcher.	\$ 385.00
5.	Slug and Rule Cutter	\$ 50.00
6.	Galleys.	\$ 30. to 50.00
7.	High-Speed Quoins.	\$ 25.00
8.	Metal Sheets for Make-Up	\$ 100.00
9.	A Good Proof Press	\$ 180.00
10.	A Folder	\$ not known
11.	Type and Cabinets.	\$ 200.00
12.	Paper Punch, Composing Sticks, Leads and Slugs, Border and Rule, Job Furniture (for locking up job work) Pica Sticks, Ink, Paper, etc.	\$ 150.00

TOTAL \$ 6,530.00

